

Message Text

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SUBJECT: NETHERLANDS COUNTRY COMMERCIAL PROGRAM -

PRELIMINARY CONTRIBUTIONS FOR FY-1980

REF: (A) THE HAGUE A-15, (B) STATE 2682, (C) 77 THE HAGUE A-110

1. AS REQUESTED IN REFTEL B, WE RECOMMEND THIRTEEN CAMPAIGNS AND SEVEN OTHER SPECIAL POST EFFORTS FOR THE FY-1980 COUNTRY COMMERCIAL PROGRAM (CCP) FOR THE NETHERLANDS, WHICH HAVE BEEN APPROVED BY THE CHARGE D'AFFAIRES AND THE OTHER MEMBERS OF THE COUNTRY COMMERCIAL ACTION GROUP (CCAG). THEY INCLUDE ALL THE ELEVEN CAMPAIGNS AND SEVEN SPECIAL EFFORTS PROPOSED FOR THE FY-1979 CCP (REF A), AS WELL AS TWO ADDITIONAL CAMPAIGNS: BUILDING AND CONSTRUCTION MATERIALS AND EQUIPMENT, AND MATERIALS HANDLING EQUIPMENT AND SYSTEMS.

2. OUR PROPOSALS ARE BASED ON THE FOLLOWING ASSUMPTIONS:

A. SAME E/C STATE-FUNDED PERSONNEL RESOURCES AS AT PRESENT (NINE AMERICANS AND SIXTEEN FSL'S); B. SOME IMPROVEMENT IN THE GENERAL ECONOMIC SITUATION OF THE NETHERLANDS; C. EXPECTED FAVORABLE DEVELOPMENTS IN SOME INDUSTRIAL SECTORS;
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AND D. USG PARTICIPATION IN AT LEAST SEVEN IDENTIFIED INTERNATIONAL FAIRS IN THE NETHERLANDS DURING FY-1980 AND THE FIRST MONTH OF FY-1981 (OCTOBER 1980).

3. RECOMMENDED CAMPAIGNS IN PRIORITY ORDER:

A. CONSUMER GOODS (WITH SPECIAL PROMOTION EMPHASIS ON PHOTOGRAPHIC EQUIPMENT AND SUPPLIES, CONSUMER ELECTRONICS,

DOMESTIC APPLIANCES, APPAREL, AND FURNITURE).

B. COMPUTERS, PERIPHERALS, AND BUSINESS EQUIPMENT AND SYSTEMS.

C. ENERGY SYSTEMS.

D. POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION.

E. PROCESS CONTROL INSTRUMENTATION.

F. CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT.

G. SAFETY AND SECURITY EQUIPMENT AND SYSTEMS.

H. BUILDING AND CONSTRUCTION MATERIALS AND EQUIPMENT.

I. MATERIALS HANDLING EQUIPMENT AND SYSTEMS.

J. LABORATORY INSTRUMENTS.

K. HEALTH CARE EQUIPMENT.

L. PRINTING AND GRAPHIC ARTS EQUIPMENT AND MATERIALS

(INCLUDING MICROGRAPHIC AND RELATED PHOTOGRAPHIC SYSTEMS).

M. INCREASED TRAVEL TO THE UNITED STATES.

4. RECOMMENDED OTHER SPECIAL POST EFFORTS IN PRIORITY ORDER:

A. AUTOMOTIVE PARTS AND ACCESSORIES, AND GARAGE EQUIPMENT.

B. ELECTRONIC PRODUCTION AND TEST EQUIPMENT.

C. ELECTRONIC COMPONENTS.

D. PACKAGING AND FOOD PROCESSING EQUIPMENT.

E. ASSISTANCE TO US INTERNATIONAL MARKETING CENTERS AND
TRADE CENTERS IN EUROPE.

F. INVESTMENT PROTECTION AND FACILITATION.

G. MAJOR PROJECTS.

5. OBJECTIVES AND RATIONALES. BASIC INFORMATION ON

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ALL THE SELECTED INDUSTRIAL SECTORS IS ALREADY AVAILABLE IN
WASHINGTON (REF A AND C, 77 ROTTERDAM A-07, AND 77
ROTTERDAM A-11). WE BELIEVE THE IMPORT DEMAND IN THESE SECTORS
WILL INCREASE IN FY-1980, AND OUR TRADE PROMOTION EFFORTS
SHOULD RESULT IN INCREMENTAL US EXPORTS.

6. INTERNATIONAL EXHIBITIONS IN THE NETHERLANDS. BESIDES
SECURITY '79 (OCTOBER 1979) AND EFFICIENCY BEURS (OCTOBER
1980, BUT FOR WHICH ALL ARRANGEMENTS MUST BE MADE DURING
FY-1980) IN WHICH WE WILL AVE PRODUCT EXHIBITIONS AS INDICATED
IN THE PARIS IMC SCHEDULE FOR FY-1980 AND FY-1981, WE STRONGLY
RECOMMEND THAT PRODUCT OR CATALOG EXHIBITIONS BE CONSIDERED FOR
THE FOLLOWING FIVE INTERNATIONAL FAIRS IN THE NETHERLANDS:

(1) INVIA (MATERIALS HANDLING EQUIPMENT AND SYSTEMS
EXHIBITION HELD EVERY THREE YEARS), UTRECHT, NOVEMBER 1979;
(2) BOUWBEURS (BUILDING EQUIPMENT AND MATERIALS EXHIBITION
HELD EVERY THREE YEARS), UTRECHT, MARHC 1980; (3) PETROTECH,
AMSTERDAM, APRIL 1980; (4) AQUATECH, AMSTERDAM, SEPTEMBER 1980;
AND (5) FIAREX, AMSTERDAM, OCTOBER 1980 (FOR WHICH ARRANGEMENTS
MUST BE MADE DURING FY-1980).

7. WE HOPE THE INFORMATION IN THIS TELEGRAM WILL BE

OF ASSISTANCE TO WASHINGTON IN THE PREPARATION OF ITS
FY-1980 PROGRAM OF TRADE PROMOTION EVENTS. IF ADDITIONAL
DETAILS ARE DEEMED NECESSARY, WE WILL BE GALT TO SUPPLY
THEM.

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